



WEWS

# ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision      **315903 /**      **Congressional Leadership Fund TV**

Original Date / Revision  
10/25/12    10/25/12      Agency Com    15%

Advertiser **Congressional Leadership F**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

Agency    **American Media and Advoc**

Buying Contact  
**815 Slaters Lane**  
**Alexandria, VA 22314**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep      00:20:00

Estimate #      **3500**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 121700

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	57	\$103,445.00	\$121,700.00	0.00
<b>Totals</b>	<b>57</b>	<b>\$103,445.00</b>	<b>\$121,700.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	57	\$103,445.00	\$121,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/30/12	11/06/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$800.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 2	WEWS	10/30/12	11/06/12	SA 730-8P SA 730-8P	CM	730-8P	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00



**WEWS**

Print Date: 10/29/12

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Contract / Revision     **315903**     Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision   10/25/12/   10/25/12

Order Sep   00:20:00

Advertiser   **Congressional Leadership**   Product **Congressional Leadership**   Estimate #   **3500**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/30/12	11/06/12	SA 730-8P SA 730-8P	CM	730-8P	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 3	WEWS	10/30/12	11/06/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					3	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 4	WEWS	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$1,400.00	P-1	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$1,400.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$1,400.00		0.00			
N 5	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	8	\$1,500.00	P-1	0.00	NM	12	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					8	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					4	\$1,500.00		0.00			
N 6	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$1,800.00	P-1	0.00	NM	12	\$21,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					8	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					4	\$1,800.00		0.00			
N 7	WEWS	10/30/12	11/06/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 8	WEWS	10/30/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
N 9	WEWS	10/30/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$3,500.00	P-1	0.00	NM	5	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$3,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$3,500.00		0.00			
N 10	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF--	:30	4	\$4,500.00	P-1	0.00	NM	5	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$4,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$4,500.00		0.00			
N 11	WEWS	10/30/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					5	\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 12	WEWS	10/30/12	11/06/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00



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Advertiser   **Congressional Leadership**   Product **Congressional Leadership I**   Estimate #   **3500**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WEWS	10/30/12	11/06/12	M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--					1	\$1,300.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
Totals														57	\$121,700.00